



**AIA**  
Michigan

# AIA Michigan's Social Media Marketing Course: Facebook & LinkedIn

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## Ready for the Next Level?

Knowing why to use social media is the first step - actually using it is the second. Welcome to the second video of the AIA of Michigan's social media marketing course. I think you're ready to start reeling in the glory that social media has to offer you!

## LinkedIn and Facebook

These are two of the best platforms on social media today. They both offer a very different approach for your business that will set the groundwork for success on any other platform. With LinkedIn being the only platform that I've seen consistently bring business to people, and Facebook being the most popular and most-used platform, these two are the perfect places to start and dedicate your time and attention to.

In order to dive deep into both of these platforms, you will need to know your service offerings and mission statement. Also, have any type of company marketing materials available to you. These are key pieces that will come in handy as you design your LinkedIn profile or Facebook business page.

## Let's Kick Off with LinkedIn

There are over 332 million users on LinkedIn. That means there thousands of professionals on LinkedIn in your area of expertise waiting for your connection!

View LinkedIn as your new and improved Rolodex. Every professional that you meet should be your connection on LinkedIn. Here's why ... social media works as a continuation and extension of a relationship. Even if someone doesn't need your service now, they might in the future. We want people to have ready access to you via social media. Being a proactive marketer of your services, make it your intention to connect with every professional you know.

## Here's a checklist for your LinkedIn Profile:

- Profile picture
  - Is your picture professional?

- Are you smiling?
- Background photo
  - Have a simple color be your background image.
    - Blue and greens are colors to invoke trust.
- Headline
  - Is your headline descriptive?
  - Will someone know what you do or what you can offer by just reading your headline?
  - The goal is to have people to come to your profile.
- Summary
  - Complete a summary for your LinkedIn profile.
  - Make this first person.
  - Answer why someone would want to work with YOU.
  - Invest in the first person conversation ... who are you talking to?
    - Talk to your target market
  - Welcome them to your profile
    - Why do you work at ... ? What brings you joy about your position? Who do you want to serve and why?
  - Showcase your credentials.
  - Have your personal guiding philosophy shine through.
  - Be concise - 2-3 paragraphs at most.
  - The goal is to have people feel a connection with YOU.
- Specialties
  - Insert keywords into your summary, so that people can find you using LinkedIn or Google.
    - Google's search engine favors LinkedIn's content.
  - The goal is to have people find you.
- Experience
  - Describe at least three previous positions, if possible.
  - Be as descriptive as possible.
- Skills
  - Have 10 skills that you can be endorsed for.
  - Make sure they are related to your industry.
- Contact Information
  - Make sure you fill out your contact information (whenever applicable, and appropriate) in your LinkedIn profile
- Customize your Public Profile URL
  - Move your cursor over Profile at the top of your homepage and select: Edit Profile.
  - Click the URL link under your profile photo. It will be an address like [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname).
  - Under the *Your Public Profile* URL section on the right, click the Edit icon next to your URL.
  - Type the last part of your new custom URL in the text box.
  - Click: Save.
- Additional Points

- Fill out profile to the fullest extent:
  - Do you have volunteering causes you are passionate about?
  - Organizations that you are a part of?
  - What are your interests?

Having a filled-out LinkedIn profile is important because you want to have others feel as if they are getting to know, like and trust you as a professional. Each action step you take on LinkedIn will be more powerful if people can get a sense of who you are.

## LinkedIn Messages

When should you send a message? Answer: when you want to target a referral partner or a potential client. Make it a goal to reach out to known connections or new connections for a face-to-face meeting or phone conversation. When you keep in touch with your connections, they will remember you when they are in need your services.

### **Step 1: Think of Attention-Grabbing Title – If Applicable**

Before you write the message, ask yourself: *How* do I know this person, and *why* am I reaching out to him or her? Is this someone you know and need advice from? Is it someone you share a contact with and want to know more about, or a stranger with whom you're hoping to connect for the first time?

Use that information, then, to craft as specific a subject line as possible: "Following Up from Last Night's Event" is more likely to be read than "Following Up." "Fellow Teacher Interested in Urban Education Reform" is better than "Loved Your Speech."

### **Step 2: Introduce Yourself**

Don't skip this step on LinkedIn! You should never assume your contact will just click on over to your profile to learn about you or see how you're connected – be proactive (and respectful of the other person's time) and write a quick intro.

### **Step 3: Get to Why You're Writing - and Fast**

When it comes to emails, the shorter the better. People are time-crunched, and you can lose their interest just as quickly as you got it if you segue from a pithy intro into a drawn-out monologue of why you should be connected or a lengthy recitation of your resume.

Keep this in mind as you craft your second paragraph – the meat of your message. Quickly dive in to why you're writing – and "just to be connected" doesn't count. Why do you want to be connected? Do you love this person's updates or products? Do you want to book him to speak at an event or invite her to guest-post on your site? Do you want to ask this person questions about her company or background? Let that topic sentence guide a paragraph (only one!) where you get into a few details: e.g., "I'm reaching out because I need advice. I'm in the midst of \_\_\_\_\_ and have some questions about \_\_\_\_\_."

### **Step 3: Say Thank You**

The last two lines of the message are your closing moment – think the “I look forward to hearing from you” at the end of the interview. You want to be gracious, but also make sure it’s clear what you’re asking for.

## **Goals to Start Today**

- 500+ connections – You want to be seen as a well-known person, connected to many
- At least 10-15 recommendations – You want to have the recommendations to support your work
- Use LinkedIn to connect with professionals and spend time on LinkedIn at least once a week – You want to continue to be active to enjoy the benefits of LinkedIn

## **LinkedIn Etiquette**

- Recommendations
  - Write recommendations to solidify relationships, and to earn them for yourself in return.
    - Send out an email asking for a recommendation after you provided a recommendation for a colleague.
    - To make this as simple as possible for someone else, provide the steps to recommend you in the email.
- Endorsements
  - Utilize endorsements on a weekly basis.
    - This is a good relationship-enhancing technique that exposes you in business the right way.
  - These are equivalent to a Facebook “like”.
    - Don’t take these too seriously. They are helping people keep you top of mind.
- Sending messages
  - Always let someone know why you are connecting with them if they might not know who you are.
  - If you want to go the extra step after someone has requested you to connect with them on LinkedIn, send a message thanking them.
- Invitations to Connect
  - Accept away!
  - Accepting LinkedIn requests from those you don’t know is an important function of LinkedIn.

- Most people do not know the proper etiquette and might want to do business with you!

## **Sharing Updates on LinkedIn**

When you log into LinkedIn, notice each time who shows up in your home feed. Most likely you will see the same few people frequently.

These individuals are getting more visibility because they are more active, and you can do the same if you commit to staying active on LinkedIn. This is a powerful way to build influence with your network connections.

If you make the commitment to become more active in the network, you have a real opportunity to shine! It takes time, effort and dedication, but the payoff from staying top of mind can be significant in developing new introductions, relationships and business opportunities.

Here are a few steps on how to be an active LinkedIn member – for the more advanced users:

- Update your status at least once a day on LinkedIn.
- Share and comment on the updates of your first-, second- and third-degree connections at least once a day.
- Send an invitation to connect to at least one new person per day.
- Start and/or participate in LinkedIn Group Discussions two times a week.
- Comment on profile updates from the companies you follow on LinkedIn.

### **What you share on LinkedIn does matter.**

This is what will define you as a trusted authority within your industry and with your target markets. The key is to share news, articles and insights that are relevant to your connections if you want to attract and grow the right audience.

Be a resource and be helpful to your connections in addition to finding ways to create dialogue with them. This is done by creating your own content and communication. Feel free to share your blog posts and other content similar to what you post on other platforms like Facebook or Twitter. Engage your audience with every post by using questions and conversational dialogues.

Keep in mind that when you share something that is “share-worthy” and members of your extended network see it and share it, you increase your visibility significantly because you gain exposure to their connections.

## **Top Things You Didn't Know You Could Do with LinkedIn**

### **Join groups related to your industry**

LinkedIn is full of groups for almost every profession and skill set. Just search for something in your field and pick the best group for you from the results.

These groups are not only a good way to stay up to date with news, but also make connections with people in your industry.

*To search for a group, go to "Groups" under Interests and search for topics. You can refine your results using the check boxes in the left column.*

### **Take advantage of Google search results**

Google seems to favor LinkedIn for people searches, so be sure to include keywords in your profile that are related to your industry.

### **You can remove connections**

From time to time some of your connections may become redundant; it's easy to remove these connections ... they do not get notified if you have deleted them.

*Select "Connections", choose the contact you wish you remove, and then "More" and finally "Remove Connection."*

### **You can change the order sections appear in your profile**

Most people assume that the order that content is listed on your profile is fixed, but in fact you can change the order to highlight or de-emphasize particular parts of your profile.

*Select "Edit Profile" from "Profile" menu; position cursor over any section and drag to reposition.*

### **You can hide an endorsement someone has given you or hide endorsements altogether**

While LinkedIn doesn't allow you to opt out of this feature, you can hide individual endorsements. If you really object to the endorsements feature, you could choose not to list any skills but that is somewhat counter-productive.

*Select "Edit profile" from the Profile Menu. Scroll down to "Skills" and click on the pencil edit icon. You can now add or remove skills and their related endorsements.*

### **You can turn off your activity broadcasts**

When you make changes to your profile (even minor ones), make recommendations, or follow companies this is broadcast to all your connections. Unless you have a good reason to do this it is probably better to switch it off. Your connections will still see your status updates and other activity.

*Select "settings" from under your name, go to privacy controls and turn off activity broadcasts.*

### **You can be anonymous while you surf LinkedIn**

LinkedIn is a social network. If we all used the anonymous setting it would lose much of its value, however there are times (like when researching a competitor) when it can be useful to do so anonymously.

*Select "settings" and "privacy" controls, then "select what others see when you have viewed your profile".*

### **You can export your connections to an Excel file**

LinkedIn connections are acquired over several years, and inevitably we keep closer to some contacts than others.

*To export all your 1st degree connections go to this link:*

<https://www.linkedin.com/people/export-settings>

### **You can turn off the "viewers of your profile also viewed" option**

If a potential customer is viewing your profile, LinkedIn helpfully shows which other profiles people who looked at your profile also checked out. In most cases this will be your competitors. I'm all for competition – but not for making it that easy!

*Go to settings, privacy controls - hide "viewers of this profile also viewed" box.*

With LinkedIn under your belt, you will officially be tech savvy and ready to jump into anything social! LinkedIn should be seen as your hub spot of potential – there are always new professionals, businesses and people looking for quality contacts. Let's make it easy for them!

## **Ready for Facebook?**

Having a Facebook Business Page helps customers find you, and you find your customers. Over a billion people use Facebook today and the Facebook app is on 3 out of every 4 smartphones. Need any more reasons to be present on Facebook?

Facebook and other social media sites are being called the new Customer Relationship Management tool. You get to listen to your customers and target market, engage in their interests and motivate them to join in on your conversations, brand yourself and expose your business to millions of people.

### **Your Facebook page makes your business:**

**Discoverable:** when people search for you on Facebook, they'll be able to find you.

**Connected:** have one-on-one conversations with your customers, who can like your Page, read your posts and share them with friends, and check in when they visit.

**Timely:** your Facebook Page can help you reach large groups of people frequently, with messages tailored to their needs and interests.

**Insightful:** analytics on your Page will give you a deeper understanding of your customers and your marketing activities.

## Business benefits

When you set up your Page, you can request a web address like *www.facebook.com/yourgreatcompany*, which makes it easy to find. To maximize the impact, include this address on your business card, website and other marketing materials.

Remember: your Page is an extension of your business. It's an easy way to share updates and more with the people who matter most. It's ready to help you engage your customers on desktop and on mobile.

Also, you can also utilize apps, reviews, promoted posts and ads.

## How to get started...

<https://www.facebook.com/about/pages>

Step 1: Create a Page

Choose the category that applies to you

Then a Page name: Your Business Name

Agree to Facebook's terms and get started!

Step 2: Fill out the following steps

About section:

Add a short description about your business. \*Use keywords in this section

Insert your website

Create a Facebook URL – [www.Facebook.com/YOURBUSINESSNAME](http://www.Facebook.com/YOURBUSINESSNAME) Utilize your own name here) \* NOTE: This can only be changed once, after you create it.

Make sure you are confident in the URL you create

\*Almost all of the above can be changed, so don't worry if you need to go back and change it later.

Step 3: Insert your profile picture.

Make this a professional headshot if you have one, or use the logo of your business

Step 4: Add to Favorites

Add your page to your Favorites list

Step 5: Reach more People

At this time, you can run an ad to get more Facebook likes. You can adjust your daily budget to reflect your marketing budget, or you can skip this feature. I would not suggest running an ad until you have created and posted content on your page, but ads can be effective at getting traffic to your Facebook business page

Take the time to fill out the about section of your Page completely. Then add a cover photo that represents you and your company well.



## You've officially created your Facebook page! Now what?

Not only can you reach more people through Facebook, you can reach the specific people who are most likely to become your customers.

To help you connect, consider:

- What do your ideal customers have in common?
- How old are they, and where do they live?
- How can your business help them?
- Would one group be more interested in specific messages, products or services? A sale or a timely offer?

To build your audience, encourage your current customers and supporters to “Like” your Page. They're the people most likely to see your posts in their News Feed.

Invite your friends: Let the people in your life know about your Page so they can support you by liking it. This initial audience helps you establish credibility and spread the word right away.

- Share your Page – and be sure to like it yourself. Be a spokesperson for your business.
- Invite your businesses contacts: Upload a list to send people an email so they know about your new Page.

Remember: it's not about the number of likes. It's more important to genuinely connect with the people you engage with on Facebook. If you do, they'll help tell your story.

## What should you post?

As you post updates, photos and more, think about what your customers find interesting and inspiring. How will you talk to them? What do you want to consistently communicate about your business?

Experiment with different kinds of posts. Does your audience love photos or prefer when you share useful links? You'll find out quickly. Then use Page Insights to see which posts are performing the best.

- Be authentic: Share what you're genuinely excited about and your customers will be excited, too.
- Be responsive: When people comment on your posts, show that your business is listening and that you care. If you need more time to answer a question, let them know you're looking into it.
- Be consistent: The more regularly you post, the more opportunity you have for connecting with people and building trust. Setting a schedule for your posts can also help maximize your team's time.
- Do what works: Replicate your success on posts that get more engagement.
- Make successful posts into successful promotions: When you notice that a post is getting a lot of engagement, promote it to reach even more people.

When people like, comment on or share your posts, their friends are also eligible to see those posts in News Feed.

Remember: Your recipe for success is to create Page posts and ads that are interesting and valuable to your customers – and to target your messages so the right people see them.

### **What about Facebook Ads?**

Once you've started connecting with your customers on Facebook, you'll want to find other people who are likely to be interested in your product or service. You can use Facebook ads to send the right message to the right people, just when they're most open to discovering your business.

With a small budget, promote your Page once a month to get fresh faces seeing your content. As your Facebook budget increases, boost a few posts per month to ensure that more people are seeing your content.

Ideal posts to boost are ones that a lot of people have already engaged with. Or, talk about your services, awards or current projects.

### **How are you doing?**

Facebook has a lot of different tools to help you measure how you're doing.

- Visit Page Insights regularly and look for trends so you can develop more of the best-performing content.
- Use Page Insights to understand who responds to your messages. Make sure to look at the gender, age and location of the people who are the most engaged with your business so you can continue to engage them through targeted ads and promoted posts.
- When you create your ads, try out different images and headlines to see what works. Facebook will automatically optimize your campaign so that more of your budget goes to the ad that's performing the best.
- Ask how people heard about you – at the end of a call, in a survey, or at the point of sale – and keep track of what they say. This will supplement the data that Facebook's tools provide.

Have more questions? Visit: <https://www.facebook.com/business/overview>.

## **Facebook Best Practices**

### **Best Times to Post**

- Highest traffic times are generally between 6 and 10 p.m.
- Try avoiding posts between 9 a.m. and 2 p.m. unless your insights tell you otherwise.
- **\*\*Always Check Your Insights\*\*** for the best times to post.

### **Frequency of Posts**

- At least once per day

- Ideal is 2-5 times per day
- Have posts acknowledging every major holiday

## How to Write Posts for Facebook

- Utilize story-telling: share stories about who you are and what you do.
- Make sure your posts are fun and talk to your audience like you would a friend. Say 'you' rather than referring to your friends as 'customers' or 'clients' in your content.
- 100 or fewer characters on posts tend to get the most engagement.
- Whatever you write, take pride in your work. Check spelling and punctuation.
- 'Where,' 'when,' and 'should,' drive the highest engagement rates, with 'would' generating the most likes. Avoid asking 'why' questions, which have the lowest like and comment rates.
- Giving your fans a glimpse of what goes on behind-the-scenes of your business can get a lot of engagement.
- Capitalize on current news without being controversial.
- Gentle marketing is the best practice.
- Use a conversational tone that reflects your personality.

## Facebook's Tips for Business Owners from Facebook

### 1. Use engaging copy, images and videos

- Rich media like photos and videos get more attention and help your message stand out in News Feed.
- Lifestyle images like the ones you see from your friends on Facebook are always engaging. Try sharing images of your products or photos of your customers enjoying your services.
- Try to keep your posts between 100 and 250 characters to get more engagement. Shorter, succinct posts are better received.

### 2. Create a two-way conversation

- Ask your audience to share their thoughts and feedback on your product and services. This is another way to listen to your customers and improve your business.
- Posting content that shows you took their feedback into consideration can build customer loyalty and show you value their ideas.
- In Action: Modify Watches, a company that creates mix-and-match watches, asks customers for input on product designs and names, and builds ongoing watch designs from this real-time feedback.

### 3. Share exclusive discounts and promotions

- Offer special deals or perks to your customers to keep them interested and to drive online sales. Include call to actions with links to the most relevant page on your website.

- In Action: BarkBox creates posts with promotional codes. They found that valuable offers like buy-1-get-1-free or discounts over 20% were more likely to be shared and it helped them spread the word about their business.
- To improve engagement with your promotions, include clear calls to action, redemption details, and when the promotion ends to add a sense of urgency.

#### 4. Provide access to exclusive information

- Reward people who are connected to your Page and drive loyalty and online sales by providing them with exclusive information. Make them feel special by sharing exclusive product news, contests and events.
- In Action: PhotoBarn created a Mother's Day 10-Day Giveaway of PhotoBarn products on their Page.

#### 5. Be timely

- Your audience will be more likely to engage with posts when they're related to subjects that are top of mind, like current events or the holidays.
- Timeliness is also important when replying to comments on your posts. The faster you reply, the more likely fans will engage with you in the future.
- Tip: Post a daily sneak peek of upcoming product sales two weeks prior to Black Friday or Cyber Monday

## Feeling Good?

Social media marketing offers you many possibilities and options to connect with your customers and target market. In the end, what matters the most is excellent customer service and attention to detail. As you grow, so will your marketing channels and efforts. This should be used as a starting off point in order to navigate confidently in the marketing arena.

#### Tips for Social Media Marketing Success:

- ✓ Set goals for yourself.
- ✓ Track your successes.
- ✓ Always be ready to engage and respond to customers on social media.
- ✓ Explore ads and promotions on any platform.
- ✓ Remember that people want gentle marketing.
- ✓ When you encourage a dialogue on social media, you engage your market.
- ✓ Don't try to do too much at first. Get confident in one platform, then move to the next.
- ✓ Social media and marketing shouldn't replace the foundations to success in your business -it should enhance them!